The Traffic Manager

The duties of the traffic manager are:

1. Preparation of the daily program logs for both Am and FM broadcasting. These logs are the basis of all that is broadcast on WYBC and WYBC-FM, and are required by the FCC for all public broadcast stations. The traffic manager prepares the program logs from the schedule of programming supplied by the Program Director and the time orders submitted by station members who have sold contracts. He collects the information, transfers it to punched cards, and submits it as input data to a processing program which creates the actual printed forms. This program, WYBC AUTOLOG, was developed by WTBC specifically for this purpose; however, it is not necessary that the traffic manager be familiar with its internal operation - his only function is to supply the input data.

The log form itself contains all the information necessary to air commercial and promotional announcements during all broadcasts of the day. There are columns indicating the type of announcement and its origin(e.g. live, taped, taped with live tag, etc.), all of which are filled in by AUTOLOG. The shifter need only complete two columns - actual time and signatures. He must indicate in the actual time column the exact broadcast time (to the nearest minute) of all announcements listed during his program, including station identification, commercial and promotional announcements,

public service announcements, and any others which may be listed. In addition, if he broadcasts an announcement which is not already logged, he must enter it in the appropriated time period, complete with all the required information. An abbreviations key is provided at the end of each day's log for this purpose. Finally, the shifter must sign the log in the signatures column when he begins and ends his broadcast, and must specify the time in each case. It is the duty of the traffic manager to notify announcers who repeatedly fail to complete the program log correctly, and continued infraction may deprive the shifter of his right to broadcast.

2. Maintenance of a file of the completed logs to be presented to the F.C.C. It is essential that a complete and accurate file of all logs be maintained, for improper broadcast records constitute sufficient grounds for rejection of an application for broadcast license renewal.

3. Maintenance of a complete time order file. The time order is the individual's means of ensuring that his contract for commercial broadcasting will be fulfilled. It contains all the information necessary to allow AUTOLOG to schedule the proper announcements, and consequently must be filled out completely. The form contains the name and address of the sponsor, the solicitor(salesman) and his telephone number, the starting and ending dates of the broadcast, the type of continuity to be used, and a

detailed list of the hours at which the announcements are to be made, complete with the length of each announcement. One half of the time order form goes to the continuity director, who prepares the necessary tapes and/or copy. (If the sponsor will provide the continuity, this part need not be completed.) The remaining half is used by AUTOLOG. Time order forms should be submitted to the traffic manager at least a week before the date of the first broadcast to ensure the announcements will begin on time.

4. Preparation of the legal affidavits which certify the broadcast of commercial announcements. The affidavit is a legal certification by WYBC that the indicated announcements have broadcast as specified. Occasionally, sponsors will require that these forms be sent to them, and AUTOLOG will provide them _if_ the solicitor specifies on the time order that affidavits will be required. Once the log has been produced, essential information will have been lost unless AUTOLOG is prepared in advance to retain it for later affidavits.

In short, the time order is the single form required to get all announcements logged in advance. (This includes promotional as well as commercial announcements.) All scheduling is handled automatically, using the information on the time order, thus relieving the solicitor of the necessity of "following" his contract throughout its broadcast

term. His only obligation therefore is to submit the form to the traffic manager at least a week in advance, so that proper continuity and scheduling may be arranged.